Library of Michigan

Library Services and Technology Act

Five-Year State Plan for Michigan

October 1, 2002 – September 30, 2007

Mission Statement

Mission of the Department of History, Arts and Libraries: "To enrich quality of life for Michigan residents by providing access to information, preserving and promoting Michigan heritage, and fostering cultural creativity."

Mission of the Library of Michigan:

I. Meet the information needs of the legislature and state government

II. Meet the administrative, developmental and technical assistance needs of Michigan libraries

III. Meet library service needs of individuals and agencies as a statewide resource

The Library of Michigan promotes, advocates and consistently works to achieve the highest level of library service to the State of Michigan and its residents. The Library of Michigan serves the legislature, the Executive and Judicial branches of state government and libraries throughout Michigan by meeting information needs, providing administrative, developmental and technical assistance, and functioning as a statewide resource for individuals and agencies.

Vision Statement:

The Library of Michigan is a nationally recognized, visible, electronic and traditional library and leadership development center serving as a vital information resource to the legislature, state government and residents of Michigan.

➢ LM provides access to Michigan and government information with optimum speed and ease of use. Priority users include legislators, legislative staffs, and state employees, acting in their official capacities, to whom the Library provides the broadest possible services.

➢ LM is a visionary mentor to libraries throughout the state, providing and strengthening library cooperation and development among all Michigan's libraries.

➢ Using a team approach, the Library of Michigan staff is empowered to work to their full capabilities in a complex and changing environment to serve the library and its clients.

➢ LM actively pursues funding sources to support and strengthen the collections of the Library, access to technology, and the provision of services to its clients.

General Philosophy for use of LSTA funding in Michigan:
From discussions with various advisory groups, patrons, and staff comes a general philosophy for the use of LSTA funding:

✓ Aggressively inform library staff, trustees, legislators, and the public about the LSTA program
✓ Provide mentoring for those who need assistance with grant applications

✓ Leverage LSTA dollars with in-kind funding and services
✓ Resist spending LSTA dollars on redundant purposes
✓ Move successful programs off LSTA funding as soon as is feasible
✓ Encourage collaboration among libraries and between libraries and other community organizations
✓ Support demonstration projects with statewide service implications

Needs Assessment

Data Sources:
- LSTA subgrant applications
- LSTA subgrant final reports
- Library of Michigan "Road Show" LSTA feedback sessions
- LSTA Advisory Council survey
- Library of Michigan Board of trustees survey
- LSTA listserv
- U.S. Census 2000
- Public library annual reports
- FSCS compiled data for Michigan, and comparative data for the U.S.
- AccessMichigan evaluation (Schroer, 2000)

- LSTA Five Year Plan evaluation (Schroer, 2002)
- "Status of Technology and Digitization in the Nation's Museums and Libraries" (IMLS 2002 report)
- "The Impact of Federal Funding on State Library Agencies: The LSCA to LSTA Transition" (Kingma, Shubert & Yeoh, 2002)
- "Public Library Internet Services and the Digital Divide" (McClure, Ryan & Bertot, 2002)
- ATLAS Interim Report (Dykhuis, June 2002)

Audiences:
✓ Consumers of library services in Michigan
✓ Residents of the State of Michigan
✓ Librarians, library staff members, and library trustees throughout the State of Michigan

Analysis:
- The WJSchroer Company was hired to perform an evaluation of our LSTA Five Year Plan for Michigan (October 1, 1997 – September 30, 2002). The study was performed from September – December of 2001 and included three parts:
   a. In depth case studies of successful vs. unsuccessful subgrant applicants
   b. In-person focus group sessions held across the state with library staff representing a variety of library types
   c. A telephone survey of 250 library staff representing a variety of library types throughout the state
- The WJSchroer Company had also been hired to do a comprehensive evaluation of the AccessMichigan program in the spring of 2000. A quantitative study utilizing a random telephone survey of 387 Michigan librarians was performed, with indirect access to data on library patrons.

- Results from feedback sessions and surveys performed by Library of Michigan staff were compiled and analyzed.
- Final reports written by subgrantees were scanned for evaluative content and areas of need for future funding.
- Outside sources with broader evaluative data were analyzed as well, such as the Digital Divide study performed by the McClure group, U.S. Census data, and FSCS data elements for libraries in Michigan, and across the U.S.

Process for Updating:

Needs analysis is a continual process. On an annual basis we will:
- Collect data from libraries across the state on various aspects of library service and compare within the state and to national data
- Follow statistics and trends both from within the library community and from external sources
- Assess the subgrant final reports, looking for future needs for funding, and suggested changes to the LSTA subgrant program
- Query the Library of Michigan Board of Trustees, LSTA Advisory Council, and LSTA user group (via the listserv) asking for an assessment of the five-year plan, and suggested alignment with possible changes in documented as well as perceived needs.
- Perform future surveys and needs analyses for statewide initiatives, as appropriate.

Michigan Statistical Summary:

Age: Of the total population of 9,938,444, 16.1% of Michigan's population is 60 years of age or older. The percentage under the age of 18 is 26.1%.

Income: The percentage of families in Michigan that are categorized as below the poverty level is 7.4%, and the percentage of individuals below the poverty level is 10.5%. Single parent female householder poverty rate is 37.8%. 14.1% of Michigan households have less than $15,000 in annual income, and the median household income is $44,667.

Employment: The unemployment rate of Michigan's civilian labor force was reported as 5.8% in the U.S. Census 2000. The seasonally adjusted unemployment rate for Michigan reported by the Michigan Department of Career Development for May 2002 was 6.2%.

Industry: The largest industry in Michigan is still manufacturing at 22.5%, with educational, health and social services at 19.9% and retail trade at 11.9%.

Education: Of the population that is 25 years or older, 16.6% of Michigan's population have no high school diploma. 28.8% have an associate or higher level degree. Michigan ranks 11th among the states in per pupil revenue for public K-12 schools, at $8,904.

Disability: 18.7% of Michigan's civilian non-institutionalized population is classified as having a disability.

Libraries: Michigan has the following libraries returning directory information:
387 public libraries
14 library cooperatives
139 academic libraries
1,177 school libraries
156 special libraries
12 subregional libraries for the blind and physically handicapped
3 tribal libraries

Out of the fifty states, Michigan ranks 28th in Library visits per capita at 4.1, and 35th in circulation per capita at 5.4. Operating income per capita for public libraries in Michigan is $27.90, which is a ranking of 19th nation-wide compared to other states.

Users Need:
- Public access computers and training in their use

- Immediate online access to electronic materials

- Fast and efficient method of identifying, requesting, and receiving library materials using the Web

- Awareness of what is available to them free of charge from the library

Libraries need:
- Ability to virtually expand collections by sharing with all types of libraries in the state, because no library can buy everything their users need

- A cost effective way to provide automated interlibrary lending services, based on patron initiated requesting from reliable databases

- An efficient and inexpensive delivery system to get materials to users

- Links to national resource sharing systems for materials not available in Michigan

Key Stakeholders need:
- Maximization of the investment already made in the extensive resources and information systems in Michigan's libraries

- Reduction in unnecessary duplication of library resources and services by efficient sharing strategies

- Enable all residents especially the underserved populations, such as rural and urban, multicultural and disabled, to have improved access to information in Michigan's libraries

Other identified needs include:

<u>Technology</u>: Libraries need to incorporate technology planning into their ongoing process of planning. LSTA funding can only seed a project that will then need to be included as a regular budget item. Libraries need assistance in order to prepare for a future of statewide resource sharing.

<u>Training</u>: There is an ongoing need for training in all aspects of technology and continuing education. Training centers need to be kept up to date, and a variety of training formats should be utilized. Libraries need well-trained staff in order to assist the public and in turn offer public training sessions on the use of information technology.

<u>Public Awareness</u>: The activities of libraries and services they offer must be publicized. There is a great need to market Michigan eLibrary (MeL) to assure public awareness of the vast information resources available to them.

LSTA Goals for Michigan

Goal 1: Provide all Michigan residents statewide access to the widest possible range of information, library resources and services to advance and enhance their lives as workers, students, citizens, family members, and lifelong learners.

LSTA Purpose: (existing legislation) Establishing or enhancing electronic linkages among or between libraries; Linking libraries electronically with educational, social or information services; Assisting libraries in accessing information through electronic networks; Encouraging libraries in different areas, and encouraging different types of libraries to establish consortia and share resources.

(proposed legislation) Facilitate access to resources in all types of libraries for the purpose of cultivating an educated and informed citizenry and encourage resource sharing among all types of libraries for the purpose of achieving economical and efficient delivery of library services to the public

Key Output Targets:

✓ A statewide resource sharing system, complete with patron initiated interlibrary loan and delivery, will be in place by 2004.

✓ 33% of the libraries in Michigan will have their holdings reflected on the statewide resource sharing system by 2006.

✓ Interlibrary loan fill rates for libraries participating in the resource sharing system will increase by 20% by the end of their first year of participation.

✓ Digitization of the state's valuable local resources will be coordinated and underway by 2004.

✓ Enhanced resources on the Michigan eLibrary (MeL) and an effective searching/authentication portal will be in place by 2005.

Key Outcome Targets:

✓ Random surveys of Michigan residents performed in 2007 will return an awareness rating of greater than 50% regarding the statewide Michigan eLibrary (MeL).

✓ Random surveys of Michigan residents performed in 2007 will return greater satisfaction ratings for Michigan libraries as compared to the PRISM study completed by Schroer in 2001.

✓ Library patrons will receive requested materials via the statewide resource sharing system, on average, within five days of the initiated request by 2007.

Program Examples:

1. Utilize existing regional integrated library systems (currently providing service to more than 150 libraries) to create the statewide union catalog and implement resource sharing software. The statewide catalog may utilize a distributed approach or a central site database.

2. Build the resource sharing service with existing and emerging standards. These include Z39.50, NISO Circulation Interchange Protocol (NCIP), and ISO 10160/10161 for ILL.

3. Create a migration path for Michigan libraries and a phased implementation plan. For those libraries not yet ready for full-participation, provide criteria on participation requirements, consultation and incentive grants.

4. Create a multi-tier service so that all libraries, regardless of automation capability, can participate. The service would consist of a search-only mode for those libraries without the necessary automation to participate in the lending and borrowing service.

5. Build on existing regional delivery systems to create a comprehensive statewide physical delivery service for library materials.

6. Initiate a digitization program for the state to identify local resources in need of preservation and access, and to coordinate a statewide effort to accomplish this goal.

7. Create a training program to offer training in all regions of the state at times and places that are convenient for library staff to attend. Utilize a "train the trainer" approach.

8. Plan promotional activities and develop a coordinated marketing plan to achieve broad awareness of the increased statewide services available via the Michigan eLibrary website.

Goal 2: Increase equity of information access and library service by providing special assistance to areas of the state where library services are inadequate (underserved rural and urban communities), and to libraries that are working to provide service to persons having difficulty using a library.

LSTA Purpose: (existing legislation) Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line.

(proposed legislation) Promote improvement in library services in all types of libraries in order to better serve the people of the United States.

Key Output Targets:
- ✓ Collaborative projects between libraries and other governmental or community agencies will increase by 50% from 2003-2007.

- ✓ Benchmark service levels for public libraries, according to size and population served, will be published by 2004.

- ✓ Participation in the statewide summer reading program will increase by 20% from 2003-2007.

- ✓ If determined feasible, a model for regional or statewide virtual reference will be created and implemented by 2005.

Key Outcome Targets:

- ✓ Surveys of low-income population centers performed in 2007 will return a majority favorable rating for library services and programs.

- ✓ Random surveys of Michigan residents performed in 2007 will return greater awareness of and satisfaction ratings for Michigan libraries as compared to the PRISM study completed by Schroer in 2001.

- ✓ Michigan residents will have equitable access to digital databases and shared library resources from the community in which they live, and access to instruction in the use of these resources.

Program Examples:

Inadequate Service
1. Provide state level leadership for the development and improvement of public library service by formulating quality measurements for adequate service, minimum service requirements for participation in statewide library programs, and incentives for rewarding improved service levels and encouraging local support.

2. Support LSTA projects that address library service needs of urban or rural populations with high poverty rates by enhancing local maintenance of effort funding.

3. Provide support for adequate public library service through training and continuing education for library staff and trustees.
4. Coordinate and further develop the statewide summer reading program.

5. Support partnerships with social agencies, state agencies, museums and schools for cooperative/collaborative projects.

6. Research the feasibility of providing regional or statewide virtual reference service.

7. Aggressively promote the development of high-speed telecommunications networks that provide library users with all available Internet resources and applications.

8. Advocate for and foster the development of strong school library media centers with certified professional staff, adequate materials, and technology resources.

Difficulty of use
1. Promote and support the role played by public libraries in early literacy for children.

2. Support library programs offering bibliographic instruction and the promotion of information literacy.

3. Promote and support the provision and use of adaptive technology and services for the differently abled.

Goal 3: Foster innovation and technical improvements in information services by funding leading edge projects in libraries that meet and anticipate constantly changing needs for library services and information needs of Michigan's residents.

LSTA Purpose: (existing legislation) Establishing or enhancing electronic linkages among or between libraries; Linking libraries electronically with educational, social or information services; Assisting libraries in accessing information through electronic networks.

(proposed legislation) Promote improvement in library services in all types of libraries in order to better serve the people of the United States.

Key Output Targets:
✓ Encourage collaborative "leading edge" projects by reserving at least 15% of the competitive grant funding dollars for priority funding in this area.
✓ Provide a database of locally developed projects that can be searched online via the Library of Michigan website by 2004.
✓ Provide, at least once per year, a continuing education opportunity for library staff to become aware of emerging technologies.

Key Outcome Targets:
✓ Random surveys of Michigan residents performed in 2007 will indicate increased awareness and relevance of library services offered by Michigan's libraries, as compared to the 2001 PRISM study.

✓ Achieve heightened awareness of new technologies by holding annual demonstrations of innovative library projects.

Program Examples:

1. Support well-developed LSTA proposals that demonstrate new technology that increases comprehensiveness, efficiency and quality of library service.

2. Give priority to projects that use technology in ways that will assist the library in meeting one or more State goals, such as improving adaptive technology or expanding outreach to remote and underserved areas of the state.

3. Develop and implement a comprehensive campaign for marketing library services throughout the state.

4. Support projects that adopt an interdisciplinary approach to the provision of library service and emphasize the importance of being relevant in today's society.

5. Seek out new and efficient methods of providing continuing education and distance learning.

Evaluation Plan

Evaluation for the LSTA program will be include the evaluation of activities conducted on a statewide basis as well as activities conducted by libraries participating in the competitive grant program.

What will be measured?

1. For the statewide projects, the number of participating libraries in Michigan will be measured;

2. The number of patrons served will be measured;

3. The satisfaction of participating library staff will be measured; and

4. Patron satisfaction and impact (outcome) of the project will be measured.

Data collection methodologies for statewide projects:
✓ Number of access points (how many libraries participate)
✓ Number of uses (use will be monitored electronically)
✓ Satisfaction survey (to be completed by the staff and clientele of participating libraries)

Data collection for competitive projects: Final narrative evaluation reports from participating libraries will be reviewed, analyzed and compiled.

Final narrative evaluation reports from the participating libraries will include all of the same information that will be included in the statewide projects.
Based upon the procedures developed by the Institute of Museum and Library Services, Library of Michigan will share results with the Institute and the library community:

1. LSTA advisory council members will assist in analyzing data collected.

2. An annual report will be prepared and sent to all federal legislators.

3. The annual report will be posted on Michigan library electronic discussion lists and the Library of Michigan web site.

4. Articles describing the projects will be published in the Library of Michigan's newsletter, Access.

5. An annual evaluation report will be prepared and sent to the IMLS.

Stakeholder Involvement

Ongoing Communication-Advisory Groups:

The Library of Michigan is working closely with the LSTA Advisory Council, which is comprised of thirteen members, each representing either a certain type of library, or a library user group, including public, school, institutional, special, and academic libraries; library cooperatives; and library users, including users with handicaps and those from disadvantaged communities. There is also an ex-officio member of the Council who is a member of the Library of Michigan Board of Trustees.

The LSTA Advisory Council will continue to provide input to the Library of Michigan staff regarding the overall direction of the LSTA program for Michigan, reviewing the practical aspects of implementation, assisting in efforts to reduce the amount of paperwork involved, and ensuring that we are meeting our stated goals. These individuals have participated in discussions and surveys leading to the crafting of this new five-year plan.

The Library of Michigan Board of Trustees has been and will continue to be asked for their opinions and feedback relating to the development, implementation, and evaluation of the five-year plan.

Additionally, there exists and online discussion list for any issues relating to the LSTA program in Michigan. This list is hosted and managed by the Library of Michigan, and acts as another means of soliciting ongoing input from library staff throughout the state.

Periodic Communication-LSTA Forums:

The Library of Michigan conducted LSTA feedback sessions in the fall of 2001 in various locations throughout the state. For each location, there were two feedback sessions, for a total of fourteen sessions in all. Attendees included library staff and trustees. These sessions were held in the following locations:

October 15, 2001 – Grand Rapids, Kent District Library Service Center

October 17, 2001 – Marquette, Peter White Public Library

October 18, 2001 – Petoskey, North Central Michigan College

October 19, 2001 – Cadillac, Cadillac-Wexford District Library

October 22, 2001 – Lansing, Library of Michigan

October 23, 2001 – Livonia, Livonia Civic Center Library

October 24, 2001 – Frankenmuth, Bavarian Inn

Sessions such as these, held throughout the state, are an important source of feedback to us regarding the development, implementation, and evaluation our LSTA five-year plan for Michigan. Some of the questions asked during these sessions included:

> How should LSTA funds be divided between statewide projects and individual grants?

> What should be the LSTA funding priorities for Michigan?

> What if the State funding of AccessMichigan were to be reduced?

> Should we require a cash match on LSTA competitive grants?

In general, we found that most people feel that the distribution of LSTA funding between statewide projects and individual grants has been effective and fair. Respondents felt that the goal of statewide resource sharing should be a priority, with the Library of Michigan leading in this effort. The AccessMichigan program is one that an overwhelming majority of those surveyed feel is an excellent use of LSTA funds, and that it should be continued, even if it means a reduction in funding for individual grants. In terms of the cash match requirement, most felt that the smaller grants should not require a match, but for larger projects, this is a good idea. There were requests for online forms and a simplification of the application and administration process for LSTA projects.

Periodic Communication-AccessMichigan Forums:

The Library of Michigan also conducted AccessMichigan feedback sessions in the spring of 2002 in various locations throughout the state. AccessMichigan is a statewide database access service that has received LSTA funding. Each two-hour session included a discussion of database selection and renewal, patron feedback regarding the service, and options for remote access to the service by residents of Michigan. These sessions were held in the following locations:

May 2, 2002 – Bloomfield Hills, Bloomfield Township Public Library

May 23, 2002 – Marquette, Peter White Public Library

May 28, 2002 – Sterling Heights, Sterling Heights Public Library

May 30, 2002 – Hudsonville, Gary Byker Memorial Library

June 5, 2002 – Mackinaw City, Mackinaw Area Public Library

June 7, 2002 – Paw Paw, Southwest Michigan Library Cooperative

June 10, 2002 – Saginaw, White Pine Library Cooperative

June 14, 2002 – Lansing, Library of Michigan

June 18, 2002 – Cadillac, Cadillac-Wexford County Public Library

Communication and Public Availability

The completed LSTA Plan for Michigan, upon approval by the Institute of Museum and Library Services, will be made widely available to the general public. Methods to be used to distribute copies of the plan and to notify the public will include the following:

◆ Reports and discussion at public meetings including the Library of Michigan Board of Trustees and the LSTA Advisory Council;

◆ Distribution of printed copies of the Plan to groups statewide, including the Governor's Office, directors of Public Library Cooperatives, the LSTA Advisory Council, directors of Regional Educational Media Centers for K-12 schools, deans and directors of state university libraries, community college libraries, two state chapters of the Special Libraries Association, the Michigan Library Association and its Executive Board, the Michigan Association of Media in Education, and the Michigan Library Consortium;

◆ The full text of the LSTA Plan for Michigan will be made available on the Library of Michigan web page with other LM publications;

◆ Copies of the LSTA Plan will be distributed to state document depository libraries in Michigan;

◆ The availability of copies of the LSTA Plan will be reported in Access, the statewide newsletter of the Library of Michigan.

◆ The availability of the LSTA Plan will also be mentioned in the course of public speaking opportunities presented to the State Librarian and to members of the Library of Michigan staff.

Monitoring

Benchmarks for the output and outcome measures from this plan will be tracked annually for progress. Individual grants have an interim report requirement, as well as a comprehensive final narrative report. On-site visits of libraries selected on a random basis will be performed in order to verify any equipment and materials purchases, and to debrief the grant administration process with the subgrantee.

Assurances

The Library of Michigan has made the following required certifications and assurances:

- Statement of Program Assurances
- Certifications Regarding Debarment, Suspension and Other Responsibility Matters: Drug-Free Workplace Requirements; Lobbying; Federal Debt Status; and Nondiscrimination
- Assurances of Non-Construction Programs
- Certification of Appropriate State Legal Officer

The documentation regarding these certifications and assurances is appended in the following pages.